Aug. 6, 1963 W. D. WALLACE 3,100,047

GREETING CARD PACKAGE

Filed June 8, 1962 2 Sheets-Sheet 1

Fig. 1.

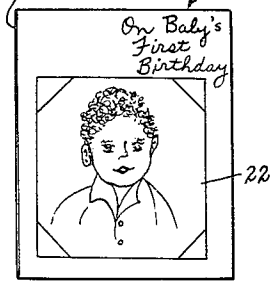


Fig. 2.

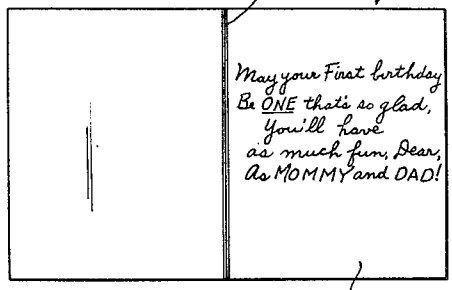


Fig. 3.

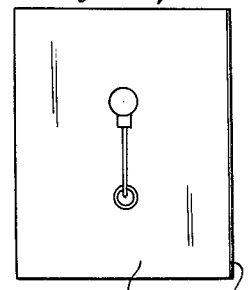


Fig. 4.

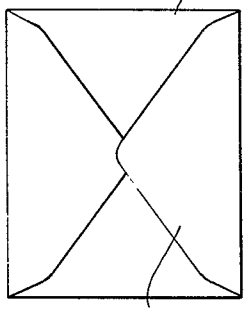


Fig. 5.

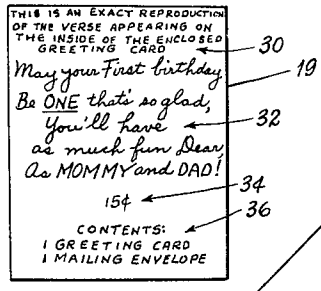


Fig. 6.

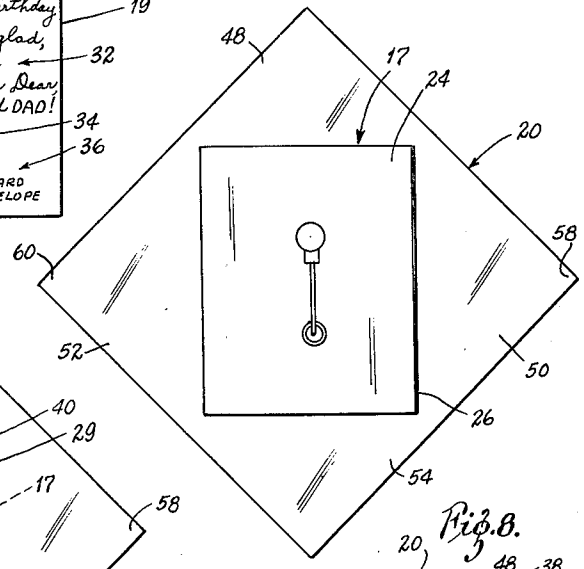


Fig. 7.

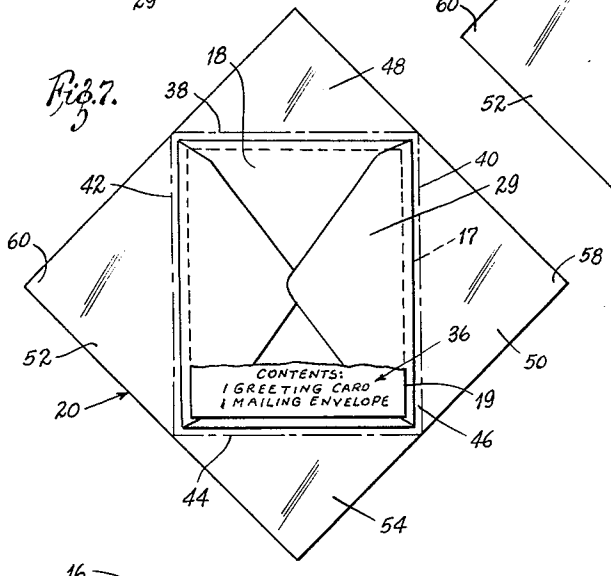


Fig. 8.

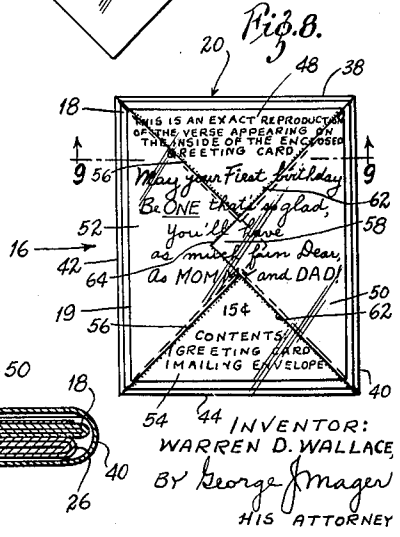
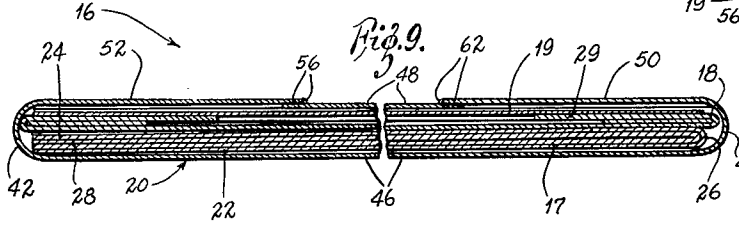


Fig. 9.



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Fig. 10.

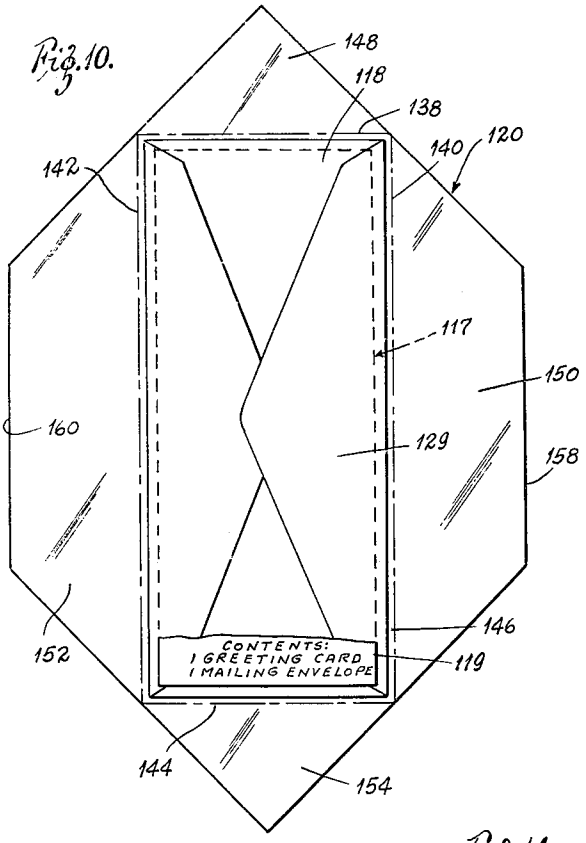


Fig. 11.

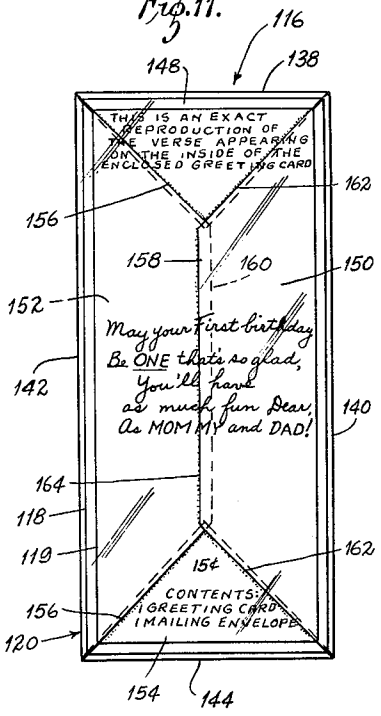


Fig. 12.

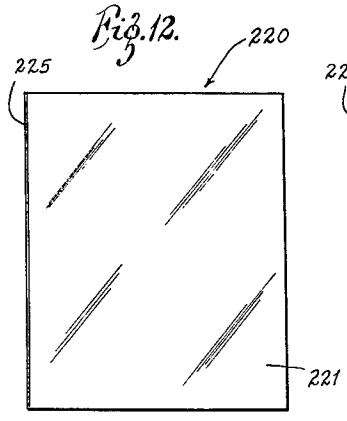


Fig. 14.

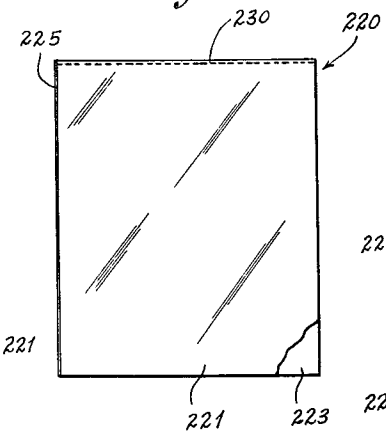


Fig. 15.

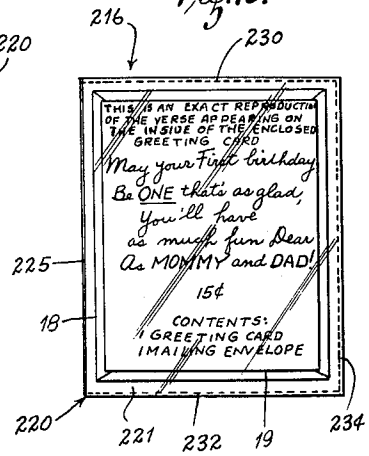
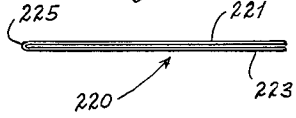


Fig. 13.



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3,100,047
GREETING CARD PACKAGE

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Filed June 8, 1962, Ser. No. 201,121
2 Claims. (Cl. 206—63)

In general, the present invention relates to means for protecting an article of merchandise from the damage that may be inflicted thereupon in consequence of handlings by prospective customers.

More particularly, this invention contemplates a novel packaging arrangement adapted to preserve the pristine appearance of a folded greeting card and the mailing envelope therefor until their ultimate use by a purchaser.

To this end, the present invention provides a transparent plastic film covering for enclosing both the greeting card and the mailing envelope therefore, together with a disposable card whereon the message or verse that appears on the inside of the folded card is visibly displayed. In addition, the disposable card has stamped or otherwise imprinted thereon the selling price of the greeting card and its mailing envelope, and a recitation of the contents of the package.

Accordingly, the primary object of the invention is to provide a greeting card or the like and a mailing envelope therefor, sealed in a transparent plastic film casing that protects them from any damage that could result thereto during the handling and inspection thereof preliminary to a sale.

The packaging method and the ultimate packages that would result in consequence thereof, are illustrated on two sheets of drawings that accompany this specification, and various features and advantages inherent in the invention will be more comprehensively explained in the course of the detailed description that follows with reference to said drawings, wherein:

FIGURE 1 is a plan view of an exemplary greeting card of the French-fold type, the face panel thereof being particularly illustrated;

FIGURE 2 is a plan view of the FIGURE 1 greeting card in open position, the inside panels thereof being particularly illustrated;

FIGURE 3 is a plan view of the FIGURE 1 greeting card, the back panel thereof being particularly illustrated;

FIGURE 4 is a plan view of a conventional unsealed envelope adapted to have the FIGURE 1 greeting card inserted thereinto for mailing;

FIGURE 5 is a plan view of a disposable information card included in the final package arrangement, as will appear;

FIGURE 6 is a plan view of a rectangular sheet of transparent plastic film, with the greeting card properly disposed thereon in accordance with the concept of this invention;

FIGURE 7 is a view similar to FIGURE 6, with the FIGURE 4 mailing envelope superimposed on the greeting card, and the FIGURE 5 card superimposed on the envelope in accordance with the concept of this invention, said last named card being however only fragmentarily shown;

FIGURE 8 is a plan view of the complete package;

FIGURE 9 is a greatly enlarged sectional view taken on the line 9—9 of FIGURE 8, the central portion of the view being broken away because of drawing space limitations;

FIGURE 10 is a plan view of a hexagonal sheet of transparent plastic film having a greeting card, a mailing envelope therefor, and a disposable information card successively superimposed thereon, the view being similar to FIGURE 7;

FIGURE 11 is a plan view of a complete package incorporating the elements of FIGURE 10, the view being similar to FIGURE 8;

FIGURE 12 is a plan view of a rectangular single fold sheet of transparent plastic film;

FIGURE 13 is an edge view thereof;

FIGURE 14 is a plan view of said sheet illustrating the contiguous upper marginal edges thereof as having been sealed; and

FIGURE 15 is a plan view of a package arrangement, completed in accordance with the concepts of the present invention, by the employment of the FIGURE 12 sheet of film.

The greeting card and envelope offered for sale as an article of merchandise would be displayed in a package embodying the concepts of the present invention, an exemplary package being designated as a whole by the numeral **16**, and being illustrated in FIGURES 8 and 9. Included in the package **16** are a greeting card generally designated **17**, a conventional unsealed envelope **18** for mailing said greeting card, a disposable information card **19**, and a sheet of transparent plastic film material that envelopes the aforesaid three components, and is designated in its entirety by the numeral **20**.

With attention directed particularly to FIGURES 1, 2 and 3, the exemplary greeting card **17** illustrated is known as the French-fold type, being comprised of a single sheet first folded upon itself in one direction, then folded upon itself in a direction normal to said first direction, as is well understood. It will of course be understood that the present invention also contemplates its application to the single fold type of greeting card, that is likewise comprised of a single sheet, but is folded upon itself in one direction only.

Although the type of greeting card **17** illustrated is well known, certain portions thereof will be identified by reference numerals in order to clarify the description to follow hereinafter. To this end, the front or face panel of the card **17** is designated **22**, the back panel is designated **24**, the main fold line is designated **26**, and an inside or message panel is designated **28**.

The mailing envelope **18** shown per se in FIGURE 4 is conventional, and it is not deemed necessary to described the same in detail, it being of course understood that said envelope is so dimensioned that the greeting card **17** may be inserted thereinto easily prior to sealing the closure flap **29**.

The information card **19** appearing in FIGURE 5 is of prime importance. Preferably but not necessarily, the card **19** would correspond dimensionwise with the greeting card **17** and thus with the message panel **28** thereof. The information card **19** serves no purpose after a sale of the actual greeting card has been consummated, so that it would then be discarded.

Prior to a sale however, the card **19** provides for the prospective purchaser all of the data and information that said purchaser could ascertain from an inspection and manipulation of the greeting card **17** per se, followed by inquiries directed to a sales person.

In other words, as generally indicated by the numeral **30**, the purchaser is advised that the message or verse generally designated **32** that is exhibited on the information card, is an exact reproduction or facsimile of the verse appearing on the inside message panel **28** of the greeting card **17**.

Additionally, the disposable information card **19** discloses on its face, as indicated at **34**, the selling price of the greeting card and the mailing envelope therefor. Furthermore, a recitation of what the package **16** contains is set forth on the lower portion of the disposable card **19** as indicated at **36**.

The exemplary transparent plastic film sheet **20** is of rectangular configuration as shown in FIGURES 6 and 7. The size of such a sheet would obviously be predicated on the size of the greeting card **17** and its mailing envelope **18**, the perimeter of the sheet being determined accordingly. It will of course be appreciated that once a dimensional sheet **20** of film has been determined for a particularly dimensioned greeting card **17**, any number of similarly dimensioned cards may each be enveloped by such a sheet of film.

With attention directed at this point to FIGURE 7, numerals **38**, **40**, **42** and **44** designate imaginary fold lines, that so to speak define a rectangular central body portion **46** of the film sheet **20**, and four triangular flap segments **48**, **50**, **52** and **54** integral therewith. It will be understood that actually said fold lines are nonexistent, but have been suggested primarily so that they may be identified with respect to the ultimate greeting card package **16** depicted in FIGURE 8.

The method or procedure involved in producing a sealed package arrangement such as that designated **16** in FIGURE 8, should be evident. The first step of course would comprise the provision of a rectangular sheet **20** of a determined size that would be predicated on the size of the greeting card **17** and its mailing envelope **18**.

With the greeting card **17**, the envelope **18**, and the information card **19** superimposed on the sheet of film **20** as illustrated in FIGURE 7, the flap segments **48** and **54** would be folded over, along the imaginary lines **38** and **44** respectively, to overlie the card **19**. Next the flap segment **52** would be folded over along the imaginary line **42**, to overlie the card **19**, whereupon the contiguous edges of the said segment and the flap segments **48** and **54** would be secured together, as suggested by the stippling **56** appearing in FIGURE 8, and as further suggested in FIGURE 9. Thereupon, the flap segment **50** would be folded over along the imaginary line **40**, with its apex portion **58** overlying the adjacent apex portion **60** of the segment **52**. The contiguous edges of the segment **50** and the segments **48** and **54** would then be secured together as suggested by the stippling **62**. Preferably but not necessarily, the edges of the apex portion **58** would be secured to the apex portion **60**, as suggested by the stippling **64** in FIGURE 8.

It will of course be understood that the precise order of folding over and securing the four flap segments together may be varied, the procedure above described being exemplary only. In other words, all of the four folding operations may be made first, followed by the securement thereof. Again as should be evident, the flap segment **50** may be folded over first, and then the segment **52**, in which case the apex portion **60** would overlie the apex portion **58**. Furthermore, the flap segments **50** and **52** could be folded over first, followed by the folding over of the segments **48** and **54**, and so on.

The size of a sheet **20**, as hereinbefore noted, is determined primarily by the size and contour of the mailing envelope for the greeting card. The illustrated sheet **20** is substantially square in configuration, but obviously said sheet would not be adapted for example, to enclose a greeting card and its envelope having length dimensions twice that of their width dimensions. In other words, the present invention contemplates any contour variations in sheets **20** that are requisite in order to package a certain sized greeting card, a mailing envelope therefor, and an information card, in neat and attractive fashion.

Thus for packaging an oblong folded greeting card that is approximately twice as long as it is wide, a hexagonal sheet of transparent plastic film would be employed. An exemplary sheet of such contour appears in FIGURE 10, and is designated in its entirety by the numeral **120**. Successively superimposed on the sheet **120**, are a greeting card generally designated **117** (shown in broken lines), an envelope **118** including an unsealed flap **129** for mailing said card, and a fragmentarily illustrated disposable information card **119**.

It will of course be apparent that the greeting card **117**, the envelope **118**, and the information card **119** (although of different contour), are counterparts respectively of the card **17**, the envelope **18**, and the information card **19**, wherefore it is not deemed necessary to describe these items in detail.

With respect to the transparent sheet **120**, numerals **138**, **140**, **142**, and **144** designate imaginary fold lines, that so to speak define an oblong rectangular central body portion **146** of said sheet, together wtih a pair of triangular flap segments **148** and **154**, and a pair of trapezoidal flap segments **150** and **152** integral therewith.

As should be manifest from an inspection of FIGURE 11, the ultimate package **116** would be produced in consequence of procedure heretofore explained in detail with respect to the package **16**. Sealing areas corresponding to the sealing areas **56** and **62** appearing in FIGURE 8, are designated respectively by the numerals **156** and **162**. Inasmuch however, as the trapezoidal flaps **150** and **152** do not have apex segments, the sealing corresponding to that suggested in FIGURE 8 by the numeral **64**, would be applied along the marginal edges **158** and **160** of said flaps, as indicated by the numeral **164**.

A particularly simple embodiment of the present invention is illustrated in FIGURES 12 through 15. In this embodiment, a single fold sheet of transparent plastic material designated **220** would be employed. As best seen in FIGURE 13, the sheet **220** includes a top leaf **221** and a bottom leaf **223**, said leaves being defined by an arcuate fold segment designated **225**.

In producing the ultimate package **216** appearing in FIGURE 15, the contiguous upper marginal edges of the leaves **221** and **223** would be heat-sealed as indicated by the dash line **230** in FIGURE 14. Thereupon, a greeting card **17** such as that shown in FIGURE 1, an envelope **18** similar to that appearing in FIGURE 4, and the information card **19** appearing in FIGURE 5 would be inserted in properly superimposed status into the thus resultant pocket, as should be understood. Finally, the contiguous lower marginal edges, and the marginal edges of the transparent plastic sheet **220** opposite the fold **225** thereof would be sealed, as indicated respectively by the dash lines **232** and **234** in FIGURE 15.

With respect to the exemplarily illustrated sheets **20**, **120** and **220**, said sheets may be fabricated of any suitable plastic material that is transparent. Thus for example, acetate and polyethylene film have been found ideal. With respect to the securing means suggested by the stipplings **56**, **62** and **64** in FIGURE 8, the stipplings **156**, **162** and **164** in FIGURE 11, and the dash lines **230**, **232** and **234** in FIGURE 15, these may be attained by heat sealing a solvent or by the use of any appropriate adhesive material, either manually or mechanically applied.

From the foregoing, it should be apparent that the present invention provides a novel and ingenious arrangement in connection with the display and sale of greeting cards. Prospective customers may handle and examine the packaged card, the front panel thereof and an exact reproduction of the message or verse on the inside panel thereof being visibly presented, and the price of the card being clearly indicated. Following purchase of a package **16**, **116** or **216**, the respective enclosing film sheets **20**, **120** and **220** would be severed and discarded. Thereupon, the information cards **19** and **119** would also be discarded, and the purchaser would be in possession of an unsoiled greeting card, and an unsoiled envelope for mailing same.

In view of the foregoing description augmented by an inspection of the drawings, it is believed that a comprehensive disclosure of the present invention and its objectives has been presented. Although reference has been

made throughout the instant specification to greeting cards, it will be understood that the present invention contemplates the packaging of any folded cards that convey a message. Thus for example, wedding invitations, sympathy cards that would be mailed to relatives of a deceased person, so called "get well" cards that would be mailed to a person confined to a hospital bed and so on, may be packaged in accordance with the teachings of the present invention. Wherefore it is to be understood that the claims hereunto appended are not limited exclusively to greeting cards, but contemplate a packaging arrangement for all types of folded cards that have a message of any kind appearing on the inside panel or panels thereof.

What I claim is:

1. A package comprising in combination: a folded greeting card of substantially square configuration including a face panel and an inside panel whereon a certain message appears; an unsealed envelope dimensioned slightly larger than the greeting card for mailing the same; a disposable information card whereon an exact reproduction of said certain message appears and whereon the selling price of said greeting card and mailing envelope also appears, said disposable card being dimensioned correspondingly to said greeting card; and a rectangular sheet of transparent plastic material encasing both said cards and the envelope; the size of said sheet being predicated on the dimensions of said envelope to include a recangular central main body portion and four triangular flap segments integral therewith, each of said flap segments extending outwardly from one of four imaginary fold lines that define the aforesaid central main body portion of the sheet, the face panel of the greeting card being disposed contiguously to said central main body portion of the sheet, the envelope being superimposed on the greeting card, the disposable information card being superimposed on the envelope with the information side thereof uppermost, the four flap segments aforesaid of the transparent plastic sheet being folded over so as to overlie said information card, the resultant contiguously disposed edge portions of the flap segments being secured to one another by sealing means.

2. A package comprising in combination: a folded greeting card of oblong rectangular configuration including a face panel and an inside panel whereon a certain message appears; an unsealed envelope dimensioned slightly larger than the greeting card for mailing the same; a disposable information card whereon an exact reproduction of said certain message appears and whereon the selling price of said greeting card and mailing envelope also appears, said disposable card being dimensioned correspondingly to said greeting card; and a hexagonal sheet of transparent plastic material encasing both said cards and the envelope; the size of said sheet being predicated on the dimensions of said envelope to include an oblong rectangular central main body portion having a pair of opposed triangular flap segments and a pair of opposed trapezoidal flap segments integral therewith, each of said flap segments extending outwardly from one of four imaginary fold lines that define the aforesaid central main body portion of the sheet, the face panel of the greeting card being disposed contiguously to said central main body portion of the sheet, the envelope being superimposed on the greeting card, the disposable information card being superimposed on the envelope with the information side thereof uppermost, the four flap segments aforesaid of the transparent plastic sheet being folded over so as to overlie said information card, the resultant contiguously disposed edge portions of the flap segments being secured to one another by sealing means.

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